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From: John C. Pokotylo, Esq.

Date: May 14, 2010

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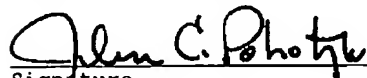
- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.); and
- 3) Request for Reconsideration (12 pgs.).

Attorney Docket No.: Google-74 (GP-282-00-US)
Appl. No.: 10/814,104
Applicants: Paul BUCHHEIT, et al.
Filed: March 31, 2004
Title: RENDERING CONTENT-TARGETED ADS WITH E-MAIL
TC/A.U.: 3688
Examiner: Daniel Lastra

CERTIFICATE OF FACSIMILE TRANSMISSION

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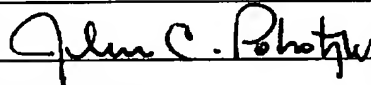
Please type a plus sign (+) inside this box → Modified PTO/SB/21 (08-00)
Approved for use through 10/31/2002. OMB 0651-0031

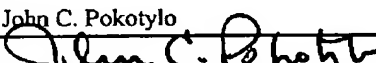
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	10/814,104
	Filing Date	March 31, 2004
	First Named Inventor	Paul BUCHHEIT
	Group Art Unit	3688
	Examiner Name	Daniel Lastra
Total Number of Pages in This Submission		Attorney Docket Number Google-74 (GP-282-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
Remarks <div style="border: 1px solid black; height: 40px; width: 100%;"></div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
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Date	May 14, 2010

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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0851-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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<h2 style="margin: 0;">FEE TRANSMITTAL</h2> <h3 style="margin: 0;">for FY 2008</h3> <p style="font-size: small; margin: 0;">Effective 09/30/2007. Patent fees are subject to annual revision.</p>		<p style="text-align: center; font-weight: bold;">Complete if Known</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Application Number</td><td>10/814,104</td></tr> <tr><td>Filing Date</td><td>March 31, 2004</td></tr> <tr><td>First Named Inventor</td><td>Paul BUCHHEIT</td></tr> <tr><td>Examiner Name</td><td>Daniel Lastra</td></tr> <tr><td>Art Unit</td><td>3688</td></tr> <tr><td>Attorney Docket No.</td><td>Google-74 (GP-282-00-US)</td></tr> </table>		Application Number	10/814,104	Filing Date	March 31, 2004	First Named Inventor	Paul BUCHHEIT	Examiner Name	Daniel Lastra	Art Unit	3688	Attorney Docket No.	Google-74 (GP-282-00-US)
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<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27															
TOTAL AMOUNT OF PAYMENT (\$) 0.00															

<p>METHOD OF PAYMENT (check all that apply)</p> <p> <input type="checkbox"/> Check <input type="checkbox"/> Credit card <input type="checkbox"/> Money Order <input type="checkbox"/> Other <input type="checkbox"/> None </p> <p> <input checked="" type="checkbox"/> Deposit Account: Deposit Account Number: 50-1049 Deposit Account Name: Straub & Pokotylo </p> <p style="font-size: x-small;">The Commissioner is authorized to: (check all that apply)</p> <p> <input checked="" type="checkbox"/> Charge any underpayment of fee(s) indicated below <input checked="" type="checkbox"/> Credit any overpayments </p> <p> <input checked="" type="checkbox"/> Charge any fee(s) due in connection with the filing submitted herewith </p> <p> <input checked="" type="checkbox"/> Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account. </p> <p style="text-align: center; font-weight: bold;">FEE CALCULATION</p> <p>1. BASIC FILING, SEARCH & EXAMINATION FEES</p> <table border="1" style="width: 100%; border-collapse: collapse; font-size: x-small;"> <thead> <tr> <th>Large Entity Fee (\$)</th> <th>Small Entity Fee (\$)</th> <th>Fee Description</th> <th>Fee Paid</th> </tr> </thead> <tbody> <tr><td>1090</td><td>545</td><td>Utility fee</td><td></td></tr> <tr><td>480</td><td>230</td><td>Design fee</td><td></td></tr> <tr><td>720</td><td>360</td><td>Plant fee</td><td></td></tr> <tr><td>1520</td><td>760</td><td>Reissue fee</td><td></td></tr> <tr><td>220</td><td>110</td><td>Provisional fee</td><td></td></tr> <tr> <td colspan="3" style="text-align: right;">SUBTOTAL (1)</td> <td>(\$) 0.00</td> </tr> </tbody> </table> <p>2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE</p> <table border="1" style="width: 100%; border-collapse: collapse; font-size: x-small;"> <thead> <tr> <th>Large Entity Fee (\$)</th> <th>Small Entity Fee (\$)</th> <th>Fee Description</th> <th>Fee Paid</th> </tr> </thead> <tbody> <tr><td>1202</td><td>2202</td><td>26</td><td>Claims in excess of 20</td></tr> <tr><td>1201</td><td>2201</td><td>110</td><td>Independent claims in excess of 3</td></tr> <tr><td>1203</td><td>2203</td><td>195</td><td>Multiple dependent claim, if not paid</td></tr> <tr><td>1204</td><td>2204</td><td>110</td><td>**Reissue independent claims over original patent</td></tr> <tr><td>1205</td><td>2205</td><td>26</td><td>**Reissue claims in excess of 20 and over original patent</td></tr> <tr> <td colspan="3" style="text-align: right;">SUBTOTAL (2)</td> <td>(\$) 0.00</td> </tr> </tbody> </table> <p style="font-size: x-small;">**or number previously paid, if greater, For Reissues, see above</p>	Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid	1090	545	Utility fee		480	230	Design fee		720	360	Plant fee		1520	760	Reissue fee		220	110	Provisional fee		SUBTOTAL (1)			(\$) 0.00	Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid	1202	2202	26	Claims in excess of 20	1201	2201	110	Independent claims in excess of 3	1203	2203	195	Multiple dependent claim, if not paid	1204	2204	110	**Reissue independent claims over original patent	1205	2205	26	**Reissue claims in excess of 20 and over original patent	SUBTOTAL (2)			(\$) 0.00	<p>3. 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SUBMITTED BY		(Complete if applicable)	
Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242
Signature		Telephone	(732) 936-1400
		Date	May 14, 2010

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-726-9199) and select option 2.